

FOR IMMEDIATE RELEASE

Issued By: NutriCore NorthEast, Inc.

American Mushroom Institute Endorses NutriCore NorthEast

YORK, PA. – January 24, 2005 – The American Mushroom Institute (AMI) has endorsed the National Center of Excellence in Foods and Nutrition Research (NutriCore NorthEast).

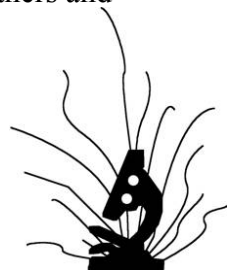
“The American Mushroom Institute is pleased to offer its endorsement of NutriCore NorthEast, and is excited about the opportunities it presents for the mushroom industry as a major segment of the food industry in Pennsylvania.” – Laura Phelps, AMI President.

AMI is a national voluntary trade association, founded in 1955, which represents the growers, processors, suppliers and marketers of cultivated and specialty mushrooms in the United States. The main purposes of the organization are to foster research beneficial to the industry, increase the consumption of mushrooms, represent the industry in its relations with various branches of government, and to aid members with any problems affecting the industry. AMI also publishes a monthly magazine, Mushroom News, which is distributed to over 900 members and subscribers worldwide.

“The recent endorsement of NutriCore NorthEast by the AMI further demonstrates the need for and the timeliness of this initiative in addressing the nutrition challenges confronting our food producers, manufacturers, and consumers”, stated Darrell Auterson, President of NutriCore NorthEast.

This AMI endorsement increases the number of participants/stakeholders in NutriCore NorthEast to more than two dozen entities from public and private sector alike.

NutriCore NorthEast is funded by a collaboration of 26 stakeholders including food manufacturers, public and private sector community leaders, business leaders, the Ben Franklin Technology Partners and



NutriCore NorthEast, Inc.

Congressional appropriation. The Pennsylvania hub is affiliated with 5 other centers in California, Indiana, Kansas, South Carolina and Texas.

The mission of NutriCore is to lead the development of a national nutrition strategy. The initiative is providing the foods industries with the collaborative resources to perform health and nutrition R&D, providing industry with centralized resources to identify leading edge projects and researchers and providing industry with representation and collaboration with the FDA, the CDC, USDA, NIH, HHS and related federal agencies on issues of nutrition development.

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Alan Cotich
Project Coordinator
NutriCore NorthEast
Cell 717.371.5413
717.846.8879
acotich@ycedc.org

Laura Phelps
American Mushroom Institute
202.842.2345 or 4344
lphelps@mwmlaw.com

